

QUESTIONNAIRE

ANSWERS WHICH WILL SOLVE PERPLEXING PROBLEMS OF THIS RECONSTRUCTION ERA.

Query.—The government has launched an educational campaign to encourage building in order to put more men to work. Would not a similar movement to show how the old structures can be best and most economically repaired and made good as new also help?

Answer.—It is learned that such a plan is in effect and is linked directly with the Washington propaganda.

Industry must be turned back from works of war to the ways of peace. Employment must be found, in the meanwhile, for those whose occupation has been interrupted. There is no real surplus of labor in the United States. Rather there is a shortage, which would be acute if normal conditions were already restored, and one step towards restoring them will come with resumption of repair work.

Government restrictions, imposed by the necessities of the war program, have for many months past retarded or altogether prevented construction, improvement and repairs. These restrictions are now off, and there is scarcely a town, a city, a factory, a dwelling or a farm that does not reveal a crying need for prompt attention. Nothing delays such instant action except the feeling that prices are high for the time being and may be lower.

That is not logical. No matter what it costs to repair, the cost is less than the cost of neglect. No matter what the cost of paint, the wind and the weather will collect a higher bill in deterioration and decay.

Query.—What do you think of paint as an investment, aside from the appearance it lends? Does it really PAY to paint a house regularly, say, every three or four years?

Answer.—Good paint properly applied when needed is the main thing in making a house last long and well. A house worth \$2,500 can be painted at a cost of about \$125. In 60 years that house will need about 15 paintings, the total cost of which will be \$1,875. Left without paint, such a house would fall into complete ruin in 30 years. So taking 60 years as a basis for our figures we find that with paint a home will last that time in good condition and will cost, plus paint, \$4,375. Without paint the house would have to be rebuilt at the end of 30 years and would be ready for another complete renovation when the sixtieth year arrived. Cost, without paint, \$5,000 for a home ready to fall to pieces. Does regular painting pay? As the old Dutch adage says:

"PAINT PAYS FOR ITSELF."

Query.—I have a quantity of old paint on hand. Can I use it for the first coat in repainting my barn?

Answer.—On no account should old paint which has become fat be used for priming either old or new work. Old paint in that condition is best used on a fence, brickwork or tinwork. If you value your barn sufficiently to paint it, do it the justice of a good job.

U. S. Invents Anti-Rust "Dope."

Incident to the war, the government has faced the problem that has so long proved baffling to commercial concerns of protecting iron and steel from rust. In an attempt to solve this federal specialists have perfected various forms of protective coatings. In this connection it may be pertinent to ask whether commercial uses will not be found also for the so-called "dopes" which the government has invented to be applied to airplane wings and which are possessed of valuable weather-resisting and fireproof qualities.

EFFECT OF COLOR UPON THE DURABILITY OF PAINT.

Property owners who may have under consideration the painting of dwellings and other structures should remember that more durable results are obtained when tinted paints are used. Permanent coloring materials which have been ground by machine into a high grade white paint base have the effect of preventing "chalking" and "checking," two defects which are often observed when white paints are used.

PRETTY COLOR COMBINATIONS.

Ground Coat	Stipple Coat	Stencil Coat
White	Light Rose	Medium, Light Gray
White	Light Gray	Dull Blue, Gray-Green
White	Light Warm Yellow	Light Cobalt Blue, Neutral Light Gray
Light Gray	Same Gray, a little darker	Gray, Green, or Light Cobalt Blue
Light Gray	Light Blue	Gray, Blue or Light Orange Yellow
Light Gray	Green	Light Gray, Neutral Gray, Ivory or Grayish
Ivory	Olive Green	Light Green, Neutral Gray, Ivory
Light Cobalt Blue	Light Blue	Gray, Ivory, Light Warm Gray, Medium Olive, Warm Gray, Cream
Gold Bronze	Dark Green	Dark Blue, Light Ivory, Light Neutral Gray, Brown, Burnt Umber, Cream, Light Tan, Gray, Green
Aluminum Bronze	Blue	Dark Blue, Light Ivory, Light Neutral Gray, Brown, Burnt Umber, Cream, Light Tan, Gray, Green
Ivory	Tan	Dark Blue, Light Ivory, Light Neutral Gray, Brown, Burnt Umber, Cream, Light Tan, Gray, Green
Ivory	Dark Brown	Dark Blue, Light Ivory, Light Neutral Gray, Brown, Burnt Umber, Cream, Light Tan, Gray, Green

LIVER DIDN'T ACT DIGESTION WAS BAD

Says 65 year Old Kentucky Lady, Who Tells How She Was Relieved After a Few Doses of Black-Draught.

Meadersville, Ky.—Mrs. Cynthia

Higginbotham, of this town, says: "At my age, which is 65, the liver does not act so well as when young. A few years ago, my stomach was all out of fix. I was constipated, my liver didn't act. My digestion was bad, and it took so little to upset me. My appetite was gone. I was very weak...

I decided I would give Black-Draught a thorough trial as I knew it was highly recommended for this trouble. I began taking it. I felt better after a few doses. My appetite improved and I became stronger. My bowels acted naturally and the least trouble was soon righted with a few

doses of Black-Draught."

Seventy years of successful use has made Thedford's Black-Draught a standard, household remedy. Every member of every family, at times, need the help that Black-Draught can give in cleansing the system and relieving the troubles that come from constipation, indigestion, lax liver, etc. You cannot keep well unless your stomach, liver and bowels are in good working order. Keep them that way. Try Black-Draught. It acts promptly, gently and in a natural way. If you feel sluggish, take a dose tonight. You will feel fresh tomorrow. Price 25c. a package—One cent a dose. All druggists. J. 66

SOLDIERS GIVEN PREFERENCE IN RECONSTRUCTION WORK

Dr. W. B. Beauchamp, Director General of Missionary Centenary, Says Methodist Church Will Use Soldiers in Rebuilding Program.



DR. W. B. BEAUCHAMP.

"Our first duty is to give the returning soldier a 'job,'" declared Dr. W. B. Beauchamp, Director-General of the Centenary Campaign of the M. E. Church, South, to a group of newspaper representatives. "The boys coming back will not be nearly so thrilled over flag-waving and shouts from the sidewalk as they will be to feel the grasp of a friendly hand and the words, 'We've got a job waiting for you, old fellow!' All over the country men are using their best wits and energies to find places for the boys who were willing to face death when the need came.

"The Methodist Church can do its part in giving work to the boys who are coming back, and we are going to do that part to the best of our ability. From May 18 to 25 we will conduct a drive for \$115,000,000, of which our own church, the M. E. Church, South, will be responsible for \$35,000,000. The success of this campaign will mean the immediate erection of churches and schools and the opening of 'jobs' for all kinds.

"Many of the returning boys may not be adjusted to the after-the-war

conditions and therefore, will not, for a time, be able to get started in their trades. We will keep in constant touch with these conditions through our pastors and conference workers and will consider it a privilege to see to it that these men are given work. We will need bricklayers, carpenters, architects, business and professional assistance, and, where a boy has caught the vision of larger service—missionaries—we will need all of this help, and we will see to it that the soldier is given the chance at the first test."

CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes into sour bile, making you sick and you lose a day's work.

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50 cent bottle of Dodson's Liver Tonic, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful and if it doesn't start your liver and straighten you up better and quicker than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and nauseated tomorrow; besides, it may salivate you, while if you take Dodson's Liver Tonic you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; that's the tip.

For complete Electric Light and Power Plant

No more cleaning of inefficient and dangerous oil lamps and lanterns.

C. W. PRACHT & SONS
Brownsville, Tennessee

The Quinine That Does Not Affect The Head

Because of its tonic and invigorating effect, LAXATIVE BROMO QUININE Tablets can be taken by anyone without causing nervousness or dizziness. Send for your own testimonial. Dr. E. W. H. 1292 Olive Street, St. Louis, Mo. Sold by druggists, adv. 17

DO NOT THINK YOU HAVE DONE ENOUGH FOR YOUR COUNTRY

Rabbi Leon Harrison, Noted Temple Israel Pastor, Pleads for More Service.

Rabbi Leon Harrison, noted pastor of Temple Israel, St. Louis, who has delivered ringing addresses throughout the nation in all war activities, has driven home his first nail in the Government's platform of the Victory Liberty Loan.

"There are some who fear that the public may be luke-warm in this new Victory Loan drive, because they think that the war is over.

"But the war is not really over until the treaty of peace is signed. It is not over until every man in the American Expeditionary Forces has been brought back to his native soil and to his home. It is not over until every sailor that enlisted for the war in the United States Navy shall have been demobilized.

"But in the meantime we must support these millions of sailors and soldiers. We must pay them, and shelter them, and feed them. And we have to pay our bills incidental to the great war, whose battles are now ended, but not its financial consequences.

"Your taxes are not enough, however heavy they may be. The revenue of the Government is far from being sufficient. The American Government is obliged to borrow money to pay its running expenses, because these are still war expenses. We must still support our army and our navy. We must pay the bills for what our Government has ordered during the past year for the victorious conclusion of the great war."

The buying of your Government's obligations, Dr. Harrison says, is not only a fine investment, but a splendid act of patriotism and devotion to the freest government on earth.

Game Is Not Over

Pessimistic talk about the floating of the Victory Liberty Loan? Hasn't the world always had its pessimists? In the hour of supreme crisis, when the final stroke for victory is to be made, is the time the slacker and pessimist gives up the "game."

A baseball enthusiast was approached by one of the world's afflicted—a doubting Thomas—who could not possibly see America going into her pockets and "putting up" for a few billions for another loan.

"It cannot be done," he dolefully concluded.

"It can be done," the other man snapped, his eyes speaking for him the language of the true sporting spirit that may die, but is game to the last ditch.

"You haven't said a word about 'Victory' Loan, but you have been talking about a defeated loan. Do you know how Billy Sunday would answer your argument? And you bet your sweet life Billy is right there with good old American punch too. Here is what he says about it:

"Why, you little simp of perdition, you are quitting the game with two out and two strikes on and the 'batter up.' Put over that last ball and put him out! Give the 'Hun' that last wallop that gets 'the count!'"

Is Billy right? All the world may not always agree with Billy at all times, but all the good old United States knows that he talks good sound horse sense when he puts the baseball punch into the "game" we are playing.

The boys played a life and death game on the other side. Are we going to quit the game over here at this critical time?

WATCH BOND BROKER THE

Spending Money to Get U. S. Securities and There's a Reason.

There is a lot of money being spent every day in advertising with the object of separating plain Mr. American from his Liberty Bonds either by offers to buy them outright or trading in wildcat stock for them. Many plain Mr. Americans are rushing in where wise men fear to tread and are "falling" for the advertisements without thought of why the other fellow wants the bonds.

Advertising, especially the kind Liberty Bond brokers are using, costs a lot of money. Where does the buyer get off? Well, be sure he is getting off else he wouldn't advertise. He isn't in business for his health. He is after the money. It's a cinch you are helping him to a big take-off when you trade or sell your Liberty Bonds. That's sense, isn't it?

If a Liberty Bond is worth, say, \$95 to the broker after he has paid for all of his expensive advertising, it certainly is worth par or more than par to the holder. For on top of his advertising expenses the broker maintains costly offices and much help. That's sense, isn't it?

The reason the broker wants the bonds is that he or his clients want to hold them. It's the broker's business to know bond values. He knows that these Liberty Bonds are going to be valuable things—that they are going "way above par"—within a year or two.

Hold them yourself.

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of *Chas. H. Fletcher* and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

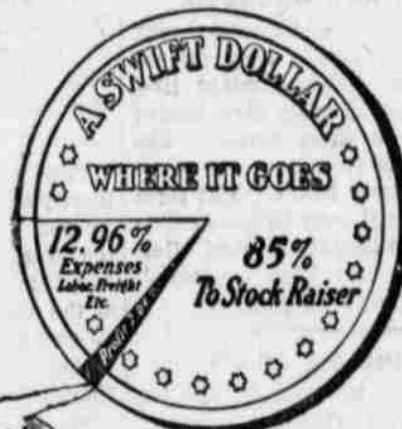
The Kind You Have Always Bought

In Use For Over 30 Years

THE CENTAUR COMPANY, NEW YORK CITY.

A "Close-Up"

Swift & Company's Profit of 2.04 cents on each dollar of sales



AS IT IS



The diagram at the top shows the distribution of the average Swift dollar received from sales of beef, pork and mutton, and their by-products, during 1918. The magnifying glass brings out the distribution of the 2.04 cents profit per dollar of sales:

- .94 of one per cent goes to pay interest on borrowed money, taxes, etc.
- .50 of one per cent goes to pay dividends to shareholders.
- .60 of one per cent remains in the business to help in improving and financing the business.

Total 2.04 per cent

1919 Year Book of interesting and instructive facts sent on request. Address Swift & Company, Union Stock Yards, Chicago, Illinois

Swift & Company, U. S. A.



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